



Emailed and Posted: November 11, 2016

Agenda and Notice for Commission Executive Committee

DATE: Monday, November 21, 2016

TIME: 4:30 pm

SCW Office

400 Aviation Blvd, Suite 500, Santa Rosa, CA 95403

1. Call to order (Barr)
 - a. Approve minutes of last meeting
 - b. Public Comments on Agenda Items
2. Chairman's Report (Barr)
 - a. Water/VESCO/riparian ordinance/vineyard development/events
 - b. Other
3. President's Report (Kruse)
 - a. Personnel Update
 - b. Strategic Plan Review
 - c. Sustainability Update
 - d. Community Relations
 - e. Foundation Update
 - f. Expense Approvals
 - g. Other
4. Financial Report (Sanchietti/Piontek)
 - a. Review financials
5. Marketing Report (Kruse)
 - a. Marketing plan & expense approval
6. Water Committee (McIlroy)
7. Grower Programs Update (Piontek)
8. Issues and scheduling for next meeting: **Executive Committee on December 20, 2016** at Stark's Steakhouse Restaurant, 521 Adams Street, Santa Rosa
1. Adjourn

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related accommodation for the meeting, please contact Karissa Kruse at the Commission office at 707-522-5863. This notice and agenda is available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or <http://www.sonomawinegrape.org>.